What is claimed is:

1. A method of determining resource placement, comprising steps of:

determining a set of business objectives for one or more candidate locations;

developing one or more objective measurements for each business objective;

performing value chain analyses for a product or service to be provided, thereby determining what types of resources will potentially improve the analyzed value chain;

developing cost factors pertaining to placing the determined resources in the candidate locations;

applying computations that consider the business objectives, according to the developed objective measurements, along with the developed cost factors, to select a particular location from among the candidate locations; and

assigning the determined resources to the particular location.

2. The method according to Claim 1, wherein the applying step further comprises the step of estimating and accounting for any lag time characteristics discovered while performing the value chain analyses.

3. The method according to Claim 1, wherein the assigned resources are information technology personnel.

4. The method according to Claim 1, wherein the assigned resources comprise monetary investments in the particular location.

5. A method of analyzing resource placement, comprising steps of:

identifying a plurality of candidate locations for placement of resources;

identifying a plurality of criteria with which a decision is to be made for placement of the resources;

selecting weights that may be used in computations for reflecting business objectives of a company for which the decision is to be made;

creating a product profile that specifies values for first selected ones of the identified criteria;

creating a geography profile for each of the identified candidate locations, where each geography profile specifies location-specific values for second selected ones of the identified criteria; and

using the values specified in the product profile, the values specified in the geography profiles, and the weights to compute one or more location-specific resource placement scores for each of the candidate locations.

6. The method according to Claim 5, further comprising the step of selecting one of the candidate locations using the computed location-specific resource placement scores.

7. The method according to Claim 6, further comprising the step of placing the resources in the selected one of the candidate locations.

8. The method according to Claim 5, further comprising the steps of:

selecting a plurality of the candidate locations using the computed location-specific resource placement scores; and

placing the resources in the selected plurality of candidate locations.

9. The method according to Claim 5, wherein:

a single candidate location is identified instead of a plurality thereof;

a single geography profile is created for this single candidate location; and

the using step uses the values specified in the product profile, the values specified in the single geography profile, and the weights to evaluate how suitable the single candidate location is for the placement of the resources.

10. The method according to Claim 5, further comprising the step of defining objective measurements for the identified criteria.

11. The method according to Claim 10, further comprising the step of using the defined objective measurements when specifying the location-specific values in the geography profiles.

12. A system for assigning resources, comprising:

means for determining a set of business objectives for one or more candidate locations;

means for developing one or more objective measurements for each business objective;

means for performing value chain analyses for a product or service to be provided, thereby

determining what types of resources will potentially improve the analyzed value chain;

means for developing cost factors pertaining to placing the determined resources in the candidate locations;

means for applying computations that consider the business objectives, according to the developed objective measurements, along with the developed cost factors, to select a particular location from among the candidate locations; and

means for assigning the determined resources to the particular location.

13. A computer program product for analyzing resource placement, the computer program product embodied on one or more computer-readable media and comprising computer-readable program code means for carrying out steps of:

identifying a plurality of candidate locations for placement of resources;

identifying a plurality of criteria with which a decision is to be made for placement of the resources;

selecting weights that may be used in computations for reflecting business objectives of a company for which the decision is to be made;

creating a product profile that specifies values for first selected ones of the identified criteria;

creating a geography profile for each of the identified candidate locations, where each geography profile specifies location-specific values for second selected ones of the identified criteria; and

using the values specified in the product profile, the values specified in the geography

profiles, and the weights to compute one or more location-specific resource placement scores for each of the candidate locations.

14. A method of providing a resource placement determination service, comprising steps of:

identifying a plurality of candidate locations for placement of resources;

identifying a plurality of criteria with which a decision is to be made for placement of the resources;

creating a product profile that specifies values for first selected ones of the identified criteria;

creating a geography profile for each of the identified candidate locations, where each geography profile specifies location-specific values for second selected ones of the identified criteria;

using the values specified in the product profile and the values specified in the geography profiles to compute one or more location-specific resource placement scores for each of the candidate locations; and

charging a fee for carrying out one or more of the steps of identifying the plurality of candidate locations, identifying the plurality of criteria, creating the product profile, creating each of the geography profiles, and using the values.

15. A method of providing a resource placement validation service, comprising steps of:

identifying a location that has been selected for placement of resources;

identifying a plurality of criteria pertaining to placement of the resources in an arbitrary

location, as if the identified location had not been selected;

creating a product profile that specifies values for first selected ones of the identified criteria;

creating a geography profile for the selected location, where the geography profile specifies location-specific values for second selected ones of the identified criteria;

using the values specified in the product profile and the values specified in the geography profile to compute one or more location-specific resource placement scores for the selected location; and

charging a performance fee for carrying out one or more of the steps of identifying the location, identifying the plurality of criteria, creating the product profile, creating the geography profile, and using the values.

16. The method according to Claim 15, further comprising the steps of:

making a recommendation, based on the one or more computed location-specific resource placement scores, as to the selected location; and

charging a recommendation fee for carrying out the step of making the recommendation, where the recommendation fee may be in addition to, or in place of, the performance fee.